

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A method for analyzing direct marketing subscription information, comprising:

- receiving a plurality of direct marketing subscription information;
- archiving said plurality of direct marketing subscription information into a repository;
- retrieving from said repository a plurality of selected direct marketing subscription information;
- transforming said plurality of selected direct marketing subscription information into transition table format information;
- populating a facts database with said transition table format information to produce at least one of a plurality of facts tables with a summarization of said transition table format information;
- denormalizing said summarization of said transition table format information to produce a plurality of denormalized information, wherein denormalizing comprises propagating information from one table to another; and
- providing a report based upon said denormalized information, wherein said report is provided to a user via a browser application.

Claim 2 (currently amended): The method of claim 1, wherein ~~denormalization~~ said denormalizing comprises:

- populating selected information from at least one of a plurality of facts tables to a key table.

Claim 3 (original): The method of claim 2, wherein said facts tables are stored in a facts table database.

Claim 4 (original): The method of claim 3, wherein said key table is stored in a grouping table database.

Claim 5 (currently amended): The method of claim 2, said at least one of a plurality of facts tables ~~comprises~~ comprising at least one of a source category table, a source table, a campaign table, or a panels table.

Claim 6 (original): The method of claim 1, further comprising:
receiving input of at least one criteria for at least one of a plurality of reports; and
providing said report based upon said denormalized information according to said at least one criteria.

Claim 7 (original): The method of claim 1, further comprising:
receiving input of at least one criteria for at least one of a plurality of tables; and
configuring said at least one of said plurality of tables based upon said at least one criteria.

Claim 8 (original): The method of claim 1, further comprising:
receiving input of at least one of a username and a password;
verifying whether said input of said at least one of a username and a password corresponds to a user authorized to access reporting procedures; and
providing access to reporting procedures to said user if said user is determined to be authorized.

Claim 9 (original): The method of claim 8, further comprising:
verifying whether said input of said at least one of a username and a password corresponds to a user authorized to access administrative procedures; and
providing access to administrative procedures to said user if said user is determined to be authorized.

Claim 10 (currently amended): A method for analyzing direct marketing subscription information, comprising:
receiving a plurality of direct marketing subscription information;

archiving said plurality of direct marketing subscription information into a repository;

retrieving from said repository a plurality of selected direct marketing subscription information;

transforming said plurality of selected direct marketing subscription information into transition table format information;

populating a facts database with said transition table format information to produce at least one of a plurality of facts tables with a summarization of said transition table format information;

denormalizing said summarization of said transition table format information to produce a plurality of denormalized information, said denormalizing said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database, wherein said denormalizing further comprises propagating said selected information from one table to another; and

providing a report based upon said denormalized information, wherein said report references said key table and not said at least one of the plurality of facts tables, wherein said at least one of the [[a]] plurality of facts tables includes comprises at least one selected from the group including [[of]] a source category table, a source table, a campaign table, and a panels table.

Claim 11 (original): The method of claim 10, further comprising:
receiving input of at least one criteria for at least one of a plurality of reports; and
providing said report based upon said denormalized information according to said at least one criteria.

Claim 12 (original): The method of claim 10, further comprising:
receiving input of at least one criteria for at least one of a plurality of tables; and
configuring said at least one of said plurality of tables based upon said at least one criteria.

Claim 13 (original): The method of claim 10, further comprising:

receiving input of at least one of a username and a password;
verifying whether said input of said at least one of a username and a password corresponds to a user authorized to access reporting procedures; and
providing access to reporting procedures to said user if said user is determined to be authorized.

Claim 14 (original): The method of claim 13, further comprising:
verifying whether said input of said at least one of a username and a password corresponds to a user authorized to access administrative procedures; and
providing access to administrative procedures to said user if said user is determined to be authorized.

Claim 15 (currently amended): A computer program product for analyzing direct marketing subscription information, said computer program product comprising:
code that receives a plurality of direct marketing subscription information;
code that archives said plurality of direct marketing subscription information into a repository;
code that retrieves from said repository a plurality of selected direct marketing subscription information;
code that transforms said plurality of selected direct marketing subscription information into transition table format information;
code that populates a facts database with said transition table format information to produce at least one of a plurality of facts tables with a summarization of said transition table format information;
code that denormalizes said summarization of said transition table format information to produce a plurality of denormalized information, said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database, wherein said denormalization further comprises propagating information from one table to another;
code that provides a report based upon said denormalized information, said code that provides said report being arranged to reference the key table to provide the report; and

a computer readable storage medium for holding the codes.

Claim 16 (original): The computer program product of claim 15, further comprising:
code that receives input of at least one criteria for at least one of a plurality of reports; and
code that provides said report based upon said denormalized information according to said at least one criteria.

Claim 17 (original): The computer program product of claim 15, further comprising:
code that receives input of at least one criteria for at least one of a plurality of tables; and
code that configures said at least one of said plurality of tables based upon said at least one criteria.

Claim 18 (original): The computer program product of claim 15, further comprising:
code that receives input of at least one of a username and a password;
code that verifies whether said input of said at least one of a username and a password corresponds to a user authorized to access reporting procedures; and
code that provides access to reporting procedures to said user if said user is determined to be authorized.

Claim 19 (original): The computer program product of claim 18, further comprising:
code that verifies whether said input of said at least one of a username and a password corresponds to a user authorized to access administrative procedures; and
code that provides access to administrative procedures to said user if said user is determined to be authorized.

Claim 20 (currently amended): An apparatus for analyzing direct marketing subscription information, comprising:

means for receiving a plurality of direct marketing subscription information;
means for archiving said plurality of direct marketing subscription information into a repository;
means for retrieving from said repository a plurality of selected direct marketing subscription information;
means for transforming said plurality of selected direct marketing subscription information into transition table format information;
means for populating a facts database with said transition table format information to produce at least one of a plurality of facts tables with a summarization of said transition table format information;
means for denormalizing said summarization of said transition format information to produce a plurality of denormalized information, said means for denormalizing ~~denormalization~~ comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database, wherein said means for denormalizing ~~denormalization~~ further comprises propagating information from one table to another; and
means for providing a report based upon said denormalized information, said report being arranged to reference said key table.

Claim 21 (currently amended): A system for analyzing direct marketing subscription information, comprising:
at least one of a plurality of clients;
a web server connected to said at least one of a plurality of clients by a computer network;
an application server;
a database server, connected to said application server and said web server by a communication medium, wherein said at least one client receives a plurality of direct marketing subscription information and forwards said plurality of direct marketing subscription information via said web server and said application server to said database server, which archives said plurality of direct marketing subscription information into a repository; and wherein

said application server retrieves from said repository a plurality of selected direct marketing subscription information and transforms said plurality of selected direct marketing subscription information into transition table format information; and wherein

said database server populates a facts database with said transition table format information to produce at least one of a plurality of facts tables with a summarization of said transition table format information; and wherein

said application server denormalizes said summarization of said transition format information to produce a plurality of denormalized information, said denormalization comprising populating selected information from at least one of a plurality of facts tables, stored in a facts table database, to a key table, stored in a grouping tables database and propagating information from one table to another; and wherein

said application server provides a report based upon said denormalized information, said report being arranged to reference said key table.

Claim 22 (original): The system of claim 21, wherein said at least one of a plurality of clients receives input of at least one criteria for at least one of a plurality of reports; and forwards said input via said web server to said application server, which provides said report based upon said denormalized information according to said at least one criteria.

Claim 23 (original): The system of claim 21, wherein said at least one of a plurality of clients receives input of at least one criteria for at least one of a plurality of tables; and forwards said input via said web server to said application server, which configures said at least one of said plurality of tables based upon said at least one criteria.

Claim 24 (original): The system of claim 21, wherein said at least one of a plurality of clients receives input of at least one of a username and a password; and forwards said input via said web server to said application server, which verifies whether said input of said at least one of a username and a password corresponds to a user authorized to access reporting procedures; and provides access to reporting procedures to said user if said user is determined to be authorized.

Claim 25 (original): The system of claim 24, wherein said application server verifies whether said input of said at least one of a username and a password corresponds to a user authorized to access administrative procedures; and provides access to administrative procedures to said user if said user is determined to be authorized.

Claim 26 (currently amended): The method of claim 1 further comprising:
receiving additional direct marketing subscription information;
archiving said additional direct marketing subscription information in said repository;
retrieving from said repository selected additional direct marketing subscription information;
transforming said selected additional direct marketing subscription information into a transition table format associated with said transition table format information; and
appending said facts database with said additional direct marketing subscription information in said transition table format information.

Claim 27 (new): The method of claim 10, wherein the key table is the only table in the facts database used in generating the report.

Claim 28 (new): A method of analyzing direct marketing subscription information comprising:
providing a plurality of direct marketing subscription information;
transforming a subset of the plurality of direct marketing subscription information into a plurality of transition tables;
using the plurality of transition tables, generating a lookup database comprising a first lookup table;
forming a second lookup table by propagating at least a portion of information from the first lookup table to the second lookup table, wherein the lookup database also comprises the second lookup table;
generating a key table by denormalizing the first and second lookup tables in the facts database; and

generating a first report by using the key table.

Claim 29 (new): The method of claim 28 wherein the first lookup table is a source table, and the second lookup table is a campaign table.

Claim 30 (new): The method of claim 29 wherein information in a product identification field, source category name field, and source name field are propagated from the source table to the campaign table.

Claim 31 (new): The method of claim 28 further comprising:
forming a third lookup table by propagating at least a portion of information from the second lookup table to the third lookup table, wherein the lookup database also comprises the third lookup tables, and the generating the key table further comprises denormalizing the third lookup table.

Claim 32 (new): The method of claim 28 wherein when generating the first report, the first and second lookup tables are not used.

Claim 33 (new): The method of claim 28 further comprising:
receiving a request to generate a second report after generating the first report, wherein the second report will be different from the first report; and
generating the second report by using the key table.

Claim 34 (new): The method of claim 33 wherein the second report comprises at least one hyperlink to the first report.

Claim 35 (new): The method of claim 28 further comprising:
providing a web browser interface through which a plurality of reports may be requested;

when receiving a report request through the web browser interface, generating a report by using the key table, where the key table has not been regenerated between report requests.

Claim 36 (new): The method of claim 28 wherein the forming a second lookup table by propagating at least a portion of information from the first lookup table to the second lookup table is accomplished without using a database table join operation.

Claim 37 (new): The method of claim 31 wherein the first lookup table is a source table, the second lookup table is a campaign table, the third lookup table is a panel table, and the second and third lookup tables are formed without using database table join operations.

Claim 38 (new): The method of claim 28 further comprising:
updating the key table via an on-line administrative interface from a browser program executing on a client device.

Claim 39 (new): The method of claim 28 further comprising:
revising the first lookup table; and
regenerating the key table using the revised first look lookup table, without forming the second lookup table using the revised first lookup table.

Claim 40 (new): The method of claim 28 further comprising:
saving the first report in a saved reports table;
upon receiving a second report request from a client device, generating a second report using the key table, wherein the second report comprises at least one hyperlink to the first report in the saved reports table.

Claim 41 (new): The method of claim 28 wherein
saving the first report in a saved reports table;

upon receiving a second report request from a client device, generating a second report using the key table, wherein the second report comprises a plurality of hyperlinks, wherein at least one hyperlink is to the first report and at least one hyperlink will cause generating a third report using the key table.

Claim 42 (new): A method of analyzing direct marketing subscription information comprising:

- providing a plurality of direct marketing subscription information;
- transforming a subset of the plurality of direct marketing subscription information into a plurality of transition tables;
- using the plurality of transition tables, generating a first lookup table;
- creating a second lookup table by propagating at least a portion of information from the first lookup table to the second lookup table;
- creating a third lookup table by propagating at least a portion of information from the second lookup table to the third lookup table;
- creating a fourth lookup table by propagating at least a portion of information from the third lookup table to the fourth facts table;
- generating a key table by denormalizing the first, second, third, and fourth lookup tables; and

upon receiving a first report request from a client device, generating a first report using the key table without using to the first, second, third, and fourth lookup tables.

Claim 43 (new): The method of claim 42 wherein a lookup tables database comprises the first, second, third, and fourth lookup tables.

Claim 44 (new): The method of claim 42 wherein a first stored procedure is used to create the second facts table.

Claim 45 (new): The method of claim 42 wherein contents of the second, third, and fourth facts tables are user customizable.

Claim 46 (new): The method of claim 42 further comprising:
displaying the first report on the client device.

Claim 47 (new): The method of claim 42 further comprising:
saving the first report in a saved reports table;
upon receiving a second report request from a client device, generating a second
report using the key table, wherein the second report comprises at least one hyperlink to the first
report in the saved reports table.

Claim 48 (new): The method of claim 42 wherein
saving the first report in a saved reports table;
upon receiving a second report request from a client device, generating a second
report using the key table, wherein the second report comprises a plurality of hyperlinks, wherein
at least one hyperlink is to the first report and at least one hyperlink will cause generating a third
report using the key table.